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# Publishers Weekly®

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# Dojny Named President of Macmillan College Division

Richard Dojny, formerly vice-president in charge of sales and marketing for Macmillan's trade and reference divisions, has been named president of the Macmillan college division.

In a related appointment,

Gilbert King

*Dojny*

Nancy Crampton

*Lippman*

Barry Lippman, president and publisher of the adult trade division, will assume additional reponsibilities for Macmillan's trade division sales and marketing. Lippman has been president of the adult trade division since 1988 and before joining Macmillan held editorial positions at New American Library and Doubleday, and was general manager in the trade division of Little, Brown.

Dojny joined Macmillan in 1984 as vice-president of marketing and became vice-president of sales and marketing in 1988. Before joining Macmillan he was vice-president and general manager of the college division of McGraw-Hill for four years.

In other developments at Macmillan, Bonnie Ammer, vice-president and director of marketing, will have additional responsibilities for telemarketing, publicity and the art department. Neal Sweet, president of the library and reference division, will also oversee library sales. Frank Margiotta, president of Pergamon-Brassey's, and Luanne Levin, president of Armed Forces Journal, will now report to Charles Siegel, senior vice-president and director of fulfillment.

# Hachette Reduces Staff and List At Editions Stock

As Hachette transforms Editions Stock into a holding operation, one of the European logos most familiar to Americans in the decades following the Second World War will soon be little more than a name on the door.

Staff and list cutting have begun, while Claude Durand, president and publisher of sister affiliate Fayard, the most successful trade operation in the Hachette group, adds Stock to his mandate. Durand was recently appointed editorial advisor to Jean-Louis Lisimachio, who replaced Jean-Claude Lattès at the head of Hachette's book division.

Hachette had been letting Stock run down for several years, and few insiders were surprised at the decision to cut losses. A Stock employee was quoted, "They're burying a zombie."

It was clear that Durand, who assumes the title of president and publisher at Stock in the autumn (while keeping the same job at Fayard), has a writ to pursue publishing under the Stock imprint, if only because of its impressive backlist, which, thanks to editors André Bay and later Marie-Pierre Bay, ranges from Karen Blixen to Isaac Bashevis Singer.

Founded more than two centuries ago, Stock was a translating publisher in the 19th century. Post World War II authors included Pearl Buck, Graham Greene, Evelyn Waugh, Erich Maria Remarque and Virginia Woolf. In recent times an attempt was made to save Stock by building up a French frontlist, but management wasn't up to it. Sales in 1990 were reported as $7.5 million.

—HERBERT R. LOTTMAN

# 1990 Book Sales Hit $15.4 Billion

According to 1990 final figures released by the Association of American Publishers, sales for the year totaled $15,437,600,000, a modest increase of 5.3% over 1989.

**AAP Estimated Industry Sales 1989-1990**

| | Millions of Dollars | | |
|---|---|---|---|
| | 1989 | 1990 | |
| | $ | $ | % chg from 89 |
| Trade (Total) | 3623.5 | 3892.8 | 7.4 |
| Adult Hardbound | 1745.4 | 1808.2 | 3.6 |
| Adult Paperbound | 976.6 | 1063.5 | 8.9 |
| Juvenile Hardbound | 665.1 | 761.5 | 14.5 |
| Juvenile Paperbound | 236.4 | 259.6 | 9.8 |
| Relgious (Total) | 737.1 | 788.0 | 6.9 |
| Bibles, Testaments, Hymnals & Prayerbooks | 201.0 | 229.9 | 14.4 |
| Other Religious | 536.1 | 558.1 | 4.1 |
| Professional (Total) | 2592.8 | 2765.9 | 6.7 |
| Business | 481.7 | 527.9 | 9.6 |
| Law | 883.0 | 947.5 | 7.3 |
| Medical | 490.5 | 526.3 | 7.3 |
| Technical, Scientific, & Other Professional | 737.6 | 764.2 | 3.6 |
| Book Clubs | 704.0 | 725.1 | 3.0 |
| Mail Order Publications | 796.8 | 731.4 | -8.2 |
| Mass Market Paperback Rack-Sized | 1094.5 | 1148.6 | 4.9 |
| University Presses | 227.0 | 245.8 | 8.3 |
| Elementary & Secondary Text | 1983.6 | 2025.8 | 2.1 |
| College Text | 1842.1 | 1991.3 | 8.1 |
| Standardized Tests | 119.4 | 127.6 | 6.9 |
| Subscription Reference | 509.4 | 540.5 | 6.1 |
| AV & Other Media (Total) | 223.7 | 237.2 | 6.0 |
| Elhi | 178.6 | 186.1 | 4.2 |
| College | 17.4 | 20.0 | 14.9 |
| Other | 27.7 | 31.1 | 12.3 |
| Other Sales | 211.3 | 217.6 | 3.0 |
| Total | 14665.2 | 15437.6 | 5.3 |

# Frederick A. Praeger Retires After Close to 60-Year Career

Ending a nearly 60-year career during which he published close to 10,000 scholarly books in the social sciences, art, architecture, design and archaeology, Frederick A. Praeger has retired from Westview Press.

His career began in 1933 in his father's publishing business in Vienna. After the Anschluss, Praeger came to the United States, served in the U.S. Army and after World War II, as part of the military government, helped to reconstruct the German publishing industry; in 1947 he opened the first German book fair in Frankfurt.

In 1950 he founded Frederick A. Praeger Publishers in New York City, which he sold to Encyclopaedia Britannica in 1966. He resigned from Praeger in 1968 and embarked on a number of publishing ventures in Europe. In 1975 he founded Westview Press in Boulder, Colo. He sold the company in 1989 to SCS Communications, remaining as publisher and vice-chairman of the board.